

Message Text

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DRAFTED BY ARA/ECP:EMCOHEN:JD

APPROVED BY ARA/ECP:JTROGERS

EB:WCARMSTRONG

ARA/ECP:WEKNEPPER

EB/OCA:NSLAKAS

COMMERCE:OIM/BIC:BCAHILL

COMMERCE:OIM/BIC:MRENNERT

COMMERCE/USIA:DJONES

ARA/MGT:KDACKERMAN

ARA/EP:DKGUTHRIE

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FM SECSTATE WASHDC

TO AMEMBASSY QUITO

INFO AMCONSUL GUAYAQUIL

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E.O. 11652: N/S

TAGS: BEXP,EC

SUBJECT: COMMERCIAL PROGRAM FOR ECUADOR

REF: (A) QUITO 59L4; (B) QUITO 5988; (C) STATE 234462

1. STATE AND COMMERCE VERY MUCH APPRECIATE EMBASSY'S INITIATIVE IN PUTTING FORTH THOUGHTFUL PROPOSALS IN REFTEL A. WE FULLY ACCEPT GENERAL THRUST OF EMBASSY'S POSITION THAT ECUADOR OFFERS AN INCREASINGLY ATTRACTIVE MARKET FOR U.S. COMMERCIAL ACTIVITY; AND WE ARE PLEASED TO CONCUR IN KEY PROPOSAL THAT A FULL-SCALE COUNTRY COMMERCIAL PROGRAM (CCP) BE DRAWN UP FOR ECUADOR FOR FY 1975.

2. TARGET MARKET COUNTRIES FOR FY 1975 HAVE ALREADY BEEN SELECTED ON THE BASIS OF CERTAIN ECONOMIC CRITERIA AND THE UNCLASSIFIED

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AVAILABILITY OF RESOURCES. HOWEVER, ALTHOUGH WE ARE NOT

ABLE TO DESIGNATE ECUADOR A TARGET MARKET AT THIS TIME, ECUADOR WILL RECEIVE HIGH PRIORITY ATTENTION AS A CCP COUNTRY.

3. IN COURSE OF PREPARING FY 1975 CCP, STATE AND COMMERCE DRAFTERS WILL CONSULT WITH EMBASSY IN TRIPARTITE EFFORT TO DETERMINE THE MOST FEASIBLE AND PRODUCTIVE MIX OF DIRECT-PROMOTIONAL EVENTS WITHIN BUDGETARY LIMITATIONS FOR FY 1975. IN THAT CONTEXT WE WILL ARRIVE AT A JOINT DECISION ON EMBASSY'S PROPOSAL FOR SCHEDULING AT LEAST TWO TRADE

MISSIONS AND TWO CATALOG SHOWS IN FY 1975. IN VIEW OF SCANT PROSPECT THAT NEW FUNDING WILL BE AVAILABLE TO COVER THESE OR OTHER PROPOSED NEW ACTIVITIES, THEY WOULD PROBABLY HAVE TO BE FUNDED BY REPROGRAMMING EXISTING RESOURCES FOR FY 1975.

4. REGARDING THE HIGHLY COMMENDABLE PROGRAM OF GOALS, OBJECTIVES AND ACTIONS OUTLINED IN PARAS. 8 TO 10 OF REFTEL A, WE NOTE THAT SOME RELATE TO FY 1974, SOME TO FY 1975 AND SOME COVER BOTH YEARS AND BEYOND. SINCE COMMERCIAL PROGRAMMING SHOULD BE ON FISCAL YEAR BASIS, IN ORDER TO ACCORD WITH COMMERCIAL BUDGETING, IT WOULD BE HELPFUL IF EMBASSY WOULD REFORMULATE AND PERHAPS AUGMENT THE FY 1974 COMPONENTS, ALONG THE LINES DETAILED IN REFTELC. THE RESULTANT FY 1974 PROGRAM WOULD THEN CONSTITUTE A "COMMERCIAL ACTION PROGRAM" (CAP), SUCH AS REFTEL C IS REQUESTING FOR EVERY COUNTRY IN THE ARA REGION (EXCEPT COLOMBIA, FOR WHICH A CCP IS ALREADY BEING IMPLEMENTED FOR FY 1974). THE FY 1975 AND LONGER-TERM COMPONENTS OF PARAS. 8 TO 10 OF REFTEL A WILL SERVE AS STARTING POINTS FOR STATE-COMMERCE-EMBASSY COOPERATIVE EFFORT TO DRAW UP THE FULL-SCALE FY 1975 CCP FOR ECUADOR.

5. SEPTTEL IS BEING CIRCULARIZED TO ALL ARA PRINCIPAL POSTS, INCLUDING EMBASSY QUITO, CALLING UPON EACH TO ESTABLISH A COUNTRY TEAM TASK FORCE TO OVERSEE THEIR RESPECTIVE COMMERCIAL PROGRAMS. FOR EACH SUCH TASK FORCE, A CORRESPONDING STATE-COMMERCE-USIA ACTION STAFF IS BEING ESTABLISHED IN WASHINGTON TO BACKSTOP THE RESPECTIVE

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PROGRAM. PORTER

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